

ROKU[®]

[The Whole Story]

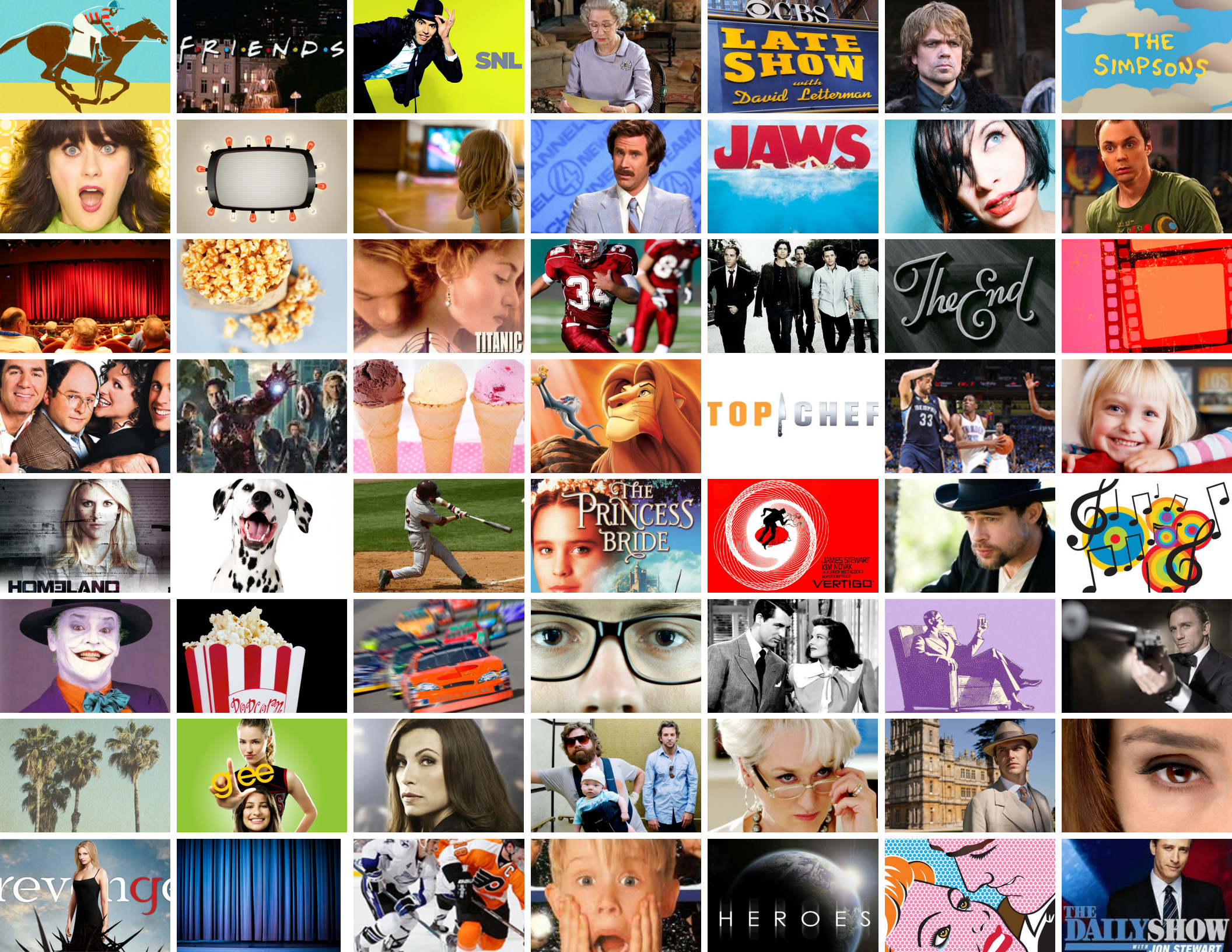


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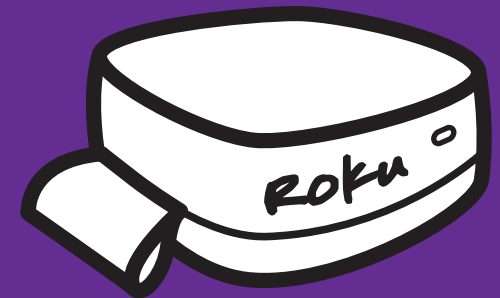
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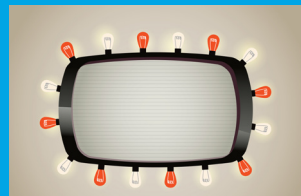
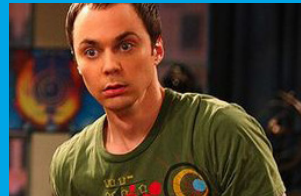
We more than **love** television.

It's a treat. A solace.
An escape. An adventure.
Mystery. **Fun.**

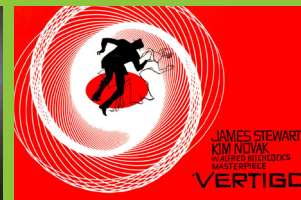


A time to **laugh** at grown up shows
when the kids go to bed.

Roku is **serious** about the fun of TV.



We know **you don't want to flip.**
To search. To settle. To waste time.
Everything watched should be exactly
what you want and infinitely **worth it!**



We believe a good movie is **best**

watched in pajamas.



We prefer a “Homeland” **marathon**
over the New York marathon.



We know

finding a movie that perfectly **matches**
your mood sparks an unparalleled
satisfaction.

And that a good series recommendation
can turn an entire **weekend** around.



We believe that streaming TV is the **best way to watch** it.

Through an invisible innovation that streams **music** too. And **sports**.



And games.

All-in-one.



Your living room: an **all-access pass**.

We are proud to provide a personalized TV experience in the easiest, most affordable way.

After all, we were (*and are*) **pioneers** of the technology.



Happy Streaming™



ROKU®

Brand Overview

About Roku

Why Roku? Our vision is to give everyone the ability to enjoy any entertainment ever made—**instantly, easily** and **affordably**.

How did we get here?

In 2008, we pioneered streaming technology, which means we've helped millions of people stream millions of movies, live sports, and even eighties music videos (we don't judge). We then took our technology to television and created the original streaming box, with the technology to deliver virtually any type of entertainment instantly to any TV.

We made it possible for those millions of people to stream those millions of movies, shows, live sports, and eighties music videos (still not judging)

straight to their TVs, turning any living room into a powerhouse of possibilities.

In a very short time, we have sold over 5 million products and launched over 75-0 entertainment channels. And we're not stopping.

We are expanding our platform beyond the box to Streaming Sticks and TVs themselves. In the next 4 years, there will be more than 500 million streaming TVs in the US alone, and the majority of TV viewing will be streamed over the Internet.

It's inevitable: Roku is the future of Television.

We are committed to evolve with the quick rhythm of the times. Things are changing quickly and we are passionate enough to keep running to stay ahead of the curve. We're okay with that because it means growth. And more growth means we're reaching our goals:

- To always give you exactly what you want from your entertainment, making every TV experience worthwhile and fun.
- To do that instantly, easily and affordably.

Positioning

For people who really **love watching TV**, Roku is the **streaming platform** that makes TV more worthwhile and more fun by **offering more selection the easiest user experience and great value** so you can **make your TV time count**.

At Roku, we are people pleasers. It makes us feel good to over-deliver. We have done the research, and we know what our customers want, so we're giving them just that:

Selection— we're constantly adding to our almost infinite selection of movies, shows, music,

sports and news from all around the world.

Ease— easy set up, easy search, and an interface that a hamster could manage

Value— an affordable price that makes anything we offer very low risk.

Personality

Fun: We're straight up fun. We like jokes. We like to laugh at ourselves. **Innovative:** We're not afraid to try big things that no one else has. We are not afraid of being first. We are not afraid of snakes (*maybe a little*). **Approachable:** We're easy to talk to. We are not too cool for you. Even though we are hi-tech, we don't consider ourselves hi-brow. **Smart:** While we don't like to brag about it, we know a lot. We get you, and we understand the technology you need.

Roku is the neighbor who lends you his lawnmower. The one doling out enthusiasm at Little League. Relatable and fun. That's what we're cultivating

throughout our entire company, from our CEO to our package designers. We want to show that in every piece of communication.

Voice

In everything we produce, it's important **our voice is heard through simple language and a joke or movie reference.** We know technology can be hard to swallow, so we sugarcoat it with our irreverent voice. We let people know it's **okay to watch a lot of TV,** and to watch whatever they want! **We poke fun at ourselves** for still liking old Seinfeld re-runs.

We are human. We are likeable. **We are Roku.**

Brand Guidelines

Roku Brand Identity

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- 1.0 Signatures
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Signatures

Our signatures represent **our brand**. Handle with care!

The Roku Logotype and Tag Logo are key brand assets of our identity, the primary visual elements that identify Roku. The logo has been specifically designed and should never be typeset, recreated, or altered, and always be reproduced with the registered mark symbol “®”. It must be used to identity Roku on all external, internal, and third party/channel provider communications.

The Roku Tag logo is the most differentiated representation of the brand and is the preferred logo. Whenever possible use the tag logo. It is always in our signature color and should never be used in reverse white, or any other color.

To maintain consistent use and ensure the integrity of the logo, use only the approved electronic art files, available from Roku Marketing Communications (marketing@roku.com).

Roku Logotype



The Roku Tag



Clear Space

Let the signature **breathe**. Give it some space!

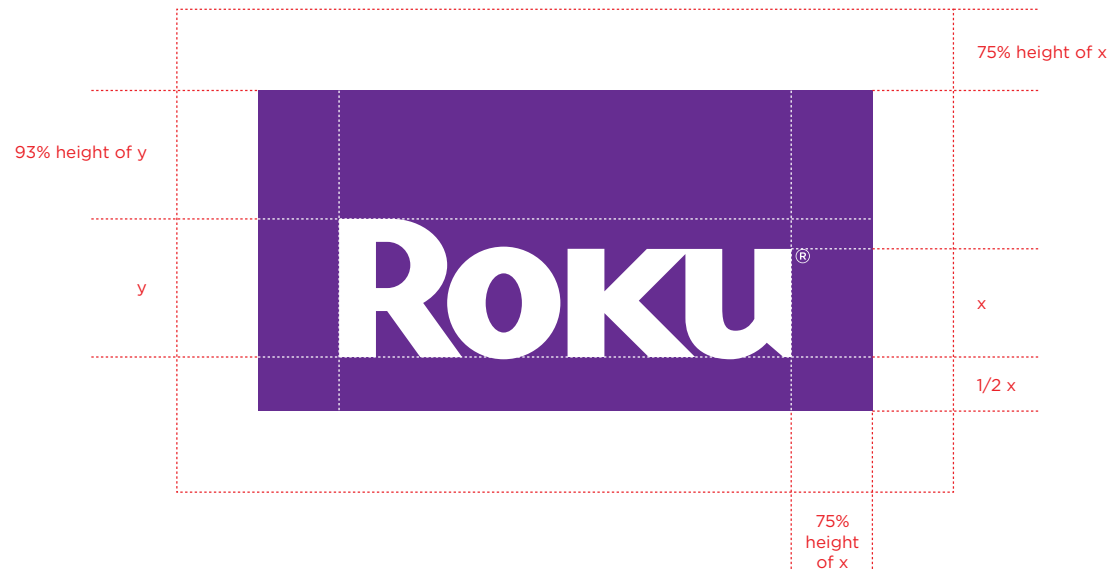
To preserve the Roku logo's **integrity**, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements, such as copy, photos, background patterns or other logos that may divert attention and dilute the legibility and visual clarity of the Roku logo.

Using the clear space around the logo to provide maximum impact, the area (shown here as the cap height of "R") serves as a "breathing room" around the logo and it. Please note also that this clear space should be proportionally maintained when the logo is enlarged or reduced in size.

The clear space all around the Roku Tag will be equal to 75% of the x-height of the Roku logo, which is equal to the space between either end of 'Roku' and the outer edge of the purple tag.



Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility. The logo should not be reproduced in a width size smaller than .35" for the logotype and .5" for the logo tag, as illustrated.



Alternatives

We also stand out when we're in the **dark**.

The Roku logos are available in numerous alternatives. Please apply the logos according to the following guidelines:

Purple Roku Logo

This is the preferred logo for presentation on both white/light-colored backgrounds.

Black Roku Logo

For standard one color printing, use this logo for all black & white correspondences.

Dark Gray Roku Logo

This is optional version for presentation on white or light-colored backgrounds only.

Light Gray Roku Logo

This is optional version for presentation on black or dark-colored backgrounds only.

White Roku Logo

Against dark backgrounds, use this reverse logo to maintain maximum legibility and impact.

Light/white background



Dark/black background



Alternatives

Our logo tag is **it!**

The Roku Tag

Use this logo version on either light or dark backgrounds. Never reverse it (white box with purple or black logo), or use any other color.

Please note: Always anchor the Roku tag along a horizontal or vertical edge of any communication. Do not float in the center of the page layout or artwork.

Top of page



Right edge



Bottom of page



Left edge



Logo Misuse

Our logo is fun... but don't have **too much** fun with it.

Incorrect usage of the Roku logo compromises its integrity and effectiveness.

The examples shown here are just a small sample of possible misuses of the logo.

To ensure accurate, consistent reproduction of the Roku logo, never alter, add to, or attempt to recreate it. Always use the approved digital artwork, available from Roku Marketing Communications (marketing@roku.com).

NO!



NO!



NO!



NO!



NO!



NO!



NO!



NO!



NO!



Applications

Not to brag, but we **look good** in all types of places.

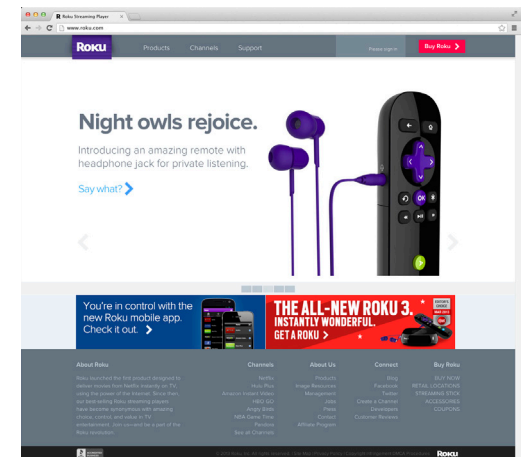
Our distinctive tag logo tucks into any environment; on a product tag, the web, a newsletter or an ad.

When designing, look for opportunities to anchor the logo on a strong graphic element or the edge of the piece for maximum impact. The guidelines in this document provide size, color, clear space and anchoring. Follow those and be creative. Be bold and have fun with it, but most of all make sure we look good!

Product



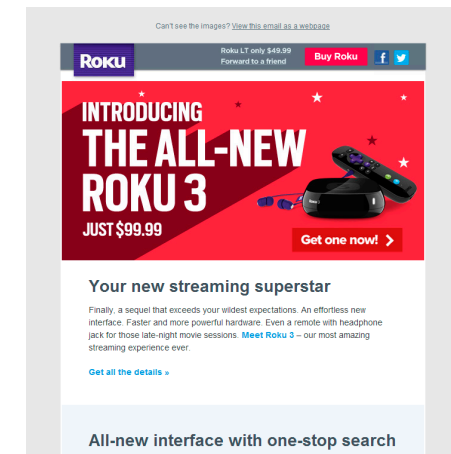
Web Pages



Outdoor Advertising



E-Newsletter



Packaging

We're especially **good looking** in the stores.

On Roku packaging the product is the star of the show. Roku distinguishes itself from the competition with simplicity in all packaging. We use bold graphics, an energetic tone, core brand colors, and an uncluttered use of space.

We make product features easy to understand with descriptions that are short and to-the-point. For even more simplicity, we use the product name in text on packaging rather than the Roku logo.

Finished artwork of packages is available from the Roku marketing department for use in collateral, POS and retail advertising.



Sub-brands

Roku is **ready...** for just about anything.

Roku plays nice with others.
You can find Roku streaming players and Roku capabilities in more and more places everyday. To make it easier for consumers we've created three sub-brands. Here's how to use these valuable sub-brands:

Roku Ready

Products branded Roku Ready® have been certified to be interoperable with Roku streaming players and deliver a fun, easy, high-quality entertainment experience.

With Roku Streaming

Products branded "with Roku Streaming" have the Roku Streaming Stick is included in the box or co-packaged. Our engineers have certified these products to be interoperable with Roku streaming players and to deliver a great entertainment experience.

The Roku ready logo consists of the word "Roku" in a bold, white, sans-serif font, followed by the word "ready" in a lighter, white, sans-serif font. A registered trademark symbol (®) is located at the top right of the word "ready". The entire logo is set against a solid purple rectangular background.

Roku ready®

The Roku ready logo consists of the word "Roku" in a bold, white, sans-serif font, followed by the word "ready" in a lighter, white, sans-serif font. A registered trademark symbol (®) is located at the top right of the word "ready". The entire logo is set against a solid purple rectangular background.

Roku
ready®

With
ROKU
streaming

Note: When printing, always use the Roku Purple, Pantone spot color Violet C.

For digital media, DO NOT use its RGB or CMYK conversion. Use only the RGB, CMYK, and HEX noted on the Roku Color page in this guidebook.

Sub-brands

Power up the fun with **Roku TV**.

Roku plays nice with others.

You can find Roku streaming players and Roku capabilities in more and more places everyday. To make it easier for consumers we've created three sub-brands. Here's how to use these valuable sub-brands:

Powered by Roku

Products branded "Powered by Roku" have the Roku Streaming Stick pre-installed in the OEM TV or DVD player and allow a seamless, fully integrated and very fun entertainment experience right out of the box.

Roku TV

Products branded "with Roku TV" have Roku streaming built right into the circuitry of the TV and remote. This unique System-on-a-Chip (SOC) integration provides the ultimate integrated "software" experience with out incremental hardware needed. The Roku TV brand promises the easiest streaming experience right out of the box.

Powered by

ROKU®

ROKU **TV™**

Note: When printing, always use the Roku Purple, Pantone spot color Violet C.

For digital media, DO NOT use its RGB or CMYK conversion. Use only the RGB, CMYK, and HEX noted on the Roku Color page in this guidebook.

Partners

We **get along** with everyone.

Content providers such as Netflix, Hulu Plus, etc., have their own logo guidelines and design standards.

Roku is not permitted to grant usage approvals for any content partner logos or image assets without contacting the content provider first. If hardware partners are interested in using content partner logos or image assets they will need to contact the content partner directly or contact our Content Partner Management team at Roku.



Logo Usage

Yes, we're easygoing. But, we have a few **rules.**

The Roku logo is unique artwork and a trademark of Roku. Use only the approved Roku artwork provided by Roku in electronic files with no changes in color or design. Never ever ever alter the Roku logo in any way. Use the Roku logo as provided by Roku, with no changes in color or design. Do not alter the Roku logo in any way.

—Do not use portions of the logo or use additional words, taglines, or graphic elements in combination with the Roku logo.

—Respect all rules regarding clear space margins, minimum size, and colors for the Roku logo.

—Whenever you use the Roku logo, your own corporate logo or identity must appear on the same page and in the same size scale as the Roku logo.

—Do not connect the two logos with any copy or graphic element or incorporate the Roku logo into your own logo.

—Do not use the Roku logo on your own corporate business cards or stationery.

—Your use of the Roku logo is restricted to the

duration of our partnership and is subject to a written trademark use license. You must discontinue using the Roku logo immediately if your partnership with Roku expires or is terminated and you may not pass on the rights to the Roku logo to a third party.

For more information, contact your Roku partner manager, or marketing@roku.com.

Note: In exceptional cases, Roku partners may be allowed to use the Roku corporate logo within a marketing piece for a specific campaign. This exception applies only to Roku partners and is assessed on a case-by-case basis prior to execution of a campaign. You must obtain approval for this usage from Roku Management team.



Tagline Use

We just want everyone **to be happy.**

Happy Streaming™ is more than a tagline. It's the most succinct expression of the difference we want to make in people's lives. Use it as a headline, as punctuation and as the punch line in promotional materials, presentations, packaging and anywhere else you want to communicate the unique personality of our brand.

Use Happy Streaming™ as a standalone element. Don't lock it up with the Roku logo or make it more important than our logo through size or placement. It can, however, follow Roku in text as shown here.

By itself, there is no period. If it follows Roku, there is a period.

Note: When printing, always use the Roku Purple, Pantone spot color Violet C.

For digital media, DO NOT use its RGB or CMYK conversion. Use only the RGB, CMYK, and HEX noted on the Roku Color page in this guidebook.

Happy Streaming™

Roku®. Happy Streaming.™

Roku Brand Look & Feel

2

- 2.1 Roku Color
- 2.2 Typography
- 2.3 Font Usage
- 2.4 Imagery
- 2.5 Writing Style
- 2.6 Trademarks

Roku Color

Our brand is **bold**, and our colors show it.

Primary Color Palette

A palette of primary colors has been developed. Consistent use of these colors will contribute to the cohesive and harmonious look of the Roku brand identity across all relevant media.

For 4-color process printing, refer to the CMYK values shown here. For on-screen and web applications (PowerPoint®, video, broadcast, web sites, intranets, extranets), refer to the RGB/HEX values specified.

Secondary Color Palette

The accent palette supports the primary colors when applied to headers, subtitles, and secondary messaging, when appropriate.

Note: Do not use this reproduction for color matching; refer to the Pantone® color swatch books when specifying ink colors. For print, ALWAYS use the Roku Purple, Pantone spot color Violet C.

For digital media, DO NOT use its RGB or CMYK conversion. Use only the RGB, CMYK, and HEX noted.

PMS CMYK RGB HEX Violet C C75 M100 102 45 145 #662D91	PMS CMYK RGB HEX 192 M100 Y70 237 24 71 #ED1847	PMS CMYK RGB HEX 2995 C90 M10 0 165 229 #00A5E5	PMS CMYK RGB HEX 376 C50 Y100 141 198 63 #8DC63F
PMS CMYK RGB HEX 138 M40 Y100 250 166 26 #FAA61A	PMS CMYK RGB HEX White 255 255 255 #FFFFFF	PMS CMYK RGB HEX Cool Grey 10 K60 128 130 133 #808285	PMS CMYK RGB HEX 248 C40 M100 163 35 142 #A3238E
PMS CMYK RGB HEX 286 C100 M165 0 97 175 #0061AF	PMS CMYK RGB HEX Cool Grey 3 K20 209 211 212 #D1D3D4	PMS CMYK RGB HEX Black K100 0 0 0 #000000	PMS CMYK RGB HEX Cool Grey 7 K40 167 169 172 #A7A9AC

Typography

Let's keep it in the **family.**

To help provide a consistent, unified look in the Roku brand's use of typography, the Gotham typeface should be used on all communications for Roku products and services.

The recommended weights of Gotham family are Book, **Medium** and **Bold**. Italic can be used for selected body copy for emphasis, while Bold is more suitable for headlines or captions.

The Arial font may be used if the Gotham font is unavailable.

As a general rule of thumb, Gotham Book is used for body text and Gotham Bold is used for headings or sub-headings.

Aa

Gotham book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Gotham medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Gotham bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Font Usage

It's good to know when to **shout** and when not to.

Use the right Type:

For a more distinctive look, headlines are set in sentence-case type (first word capitalized) and names of products are set in title case (all words capitalized).

Incorrect Typography:

The improper use of typography creates confusion and undermines confidence in the brand. Please ensure that the corporate fonts, Gotham Book, Gotham Medium and Gotham Bold, are used on all Roku visual communications, without condensing or expanding the text.

HEADLINE: Gotham Bold, sentence case, kerning of -25

There's a ton of entertainment in this little box.™

PRODUCT NAME: Gotham Bold, Medium or Book depending on location, title case, kerning of -25

Roku LT Streaming Player
Roku LT Streaming Player

Condensed text

NO!

HEADLINE

Lorem ipsum dolor sit amet, albeit
consectetur ROKU elit, dolbant
sed do eiusmod tempor incididunt
ut labore et dolore magna aliqua.

Expanded text

NO!

HEADLINE

Lorem ipsum dolor sit amet, albeit
consectetur adipisicing elit, dolbant
sed do eiusmod tempor incididunt
ut labore et dolore magna aliqua.

Multiple font weight

NO!

HEADLINE

Lorem ipsum dolor sit amet, albeit
consectetur at **ROKU** elit, dolbant
sed do eiusmod tempor incididunt
ut labore et dolore magna aliqua.

All caps body text

NO!

HEADLINE

LOREM IPSUM DOLOR SIT AMET, ALBEIT
CONSECTETUR ADIPISICING ELIT, DOLBANT
SED DO EIUSMOD TEMPOR INCIDIDUNT
UT LABORE ET DOLORE MAGNA ALIQUA.

Imagery

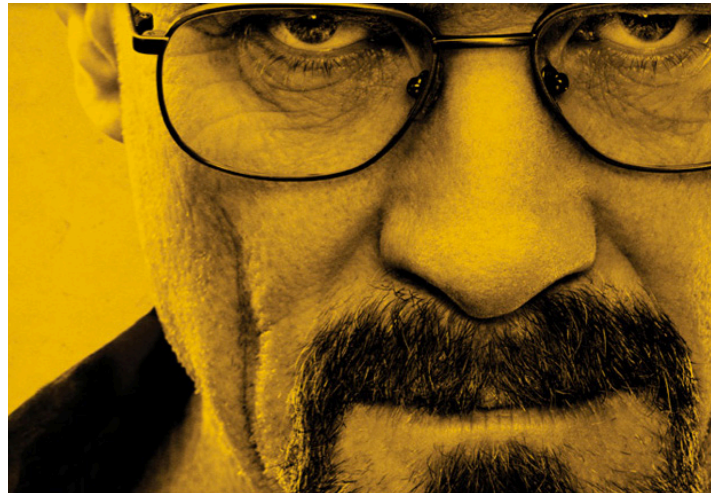
We like to be **moved**, and our images show it.

Immersive Entertainment

Use big, bold images that convey an emotional connection. Get close. Bleed the image off the edge of the page. Be edgy, fun, big and bold. Show action, motion, and strong emotion.

When licensing a photo from a partner, tell them we want something special that really connects with people and showcases the unique value of their property—not just the same publicity shot they give everyone. Avoid the trite and over-used.

Our brand benefits from presenting the most unique, immersive and evocative images possible.



Writing Style

Writing about Roku can be as **fun** as watching it.

Write simply and with a sense of humor.

We like to point out human TV-watching insights and make people smile. Instead of commenting on all the ‘content’ a ‘customer’ will be able to watch, write about quality time spent with an ottoman. Always give a giggle with your copy or make it about how people have fun using Roku. If you’re enough of a grammarian to write in the active voice and in first person, do so! Go for short sentences. Use words relatable to the mainstream.

Copy Style

Roku style is simple and accessible. For technical writing guidelines we use the New York Times Manual of Style and Usage. There are reference copies in the marketing department or buy it from Amazon and expense it to the company.

No writer likes to be told what to do. But here’s what to do:

DON’T SAY ‘Technology’

“Technology” is scary to most people and definitely not easy or fun. Describe our technology as products (a streaming box or stick) or as a benefit (you can stream movies right to your TV).

DON’T SAY ‘Content’

“Content” is boring. Roku provides endless entertainment like TV shows, movies and music.

DON’T SAY ‘Consumer Electronics’

“Consumer Electronics” are for nerds. We make easy-to-use streaming products so that watching TV is more worthwhile and more fun.

DON’T SAY ‘Customers’

We have “customers” but they’re really people like Mom, Dad, families, Breaking Bad addicts and Trekkies.

DON’T SAY ‘Work’

We “work” at Roku, but our obsession is helping people enjoy any entertainment ever made.

The word on using Roku **as a word**.

Roku as a standalone word is used to describe the company. Roku is not a person, a product or a thing. Roku is always written with initial caps and never written in all caps. It's a name, but not a LOUD ANNOYING NAME—more of a friendly fun name.

Here are some common mistakes to avoid:

DON'T CREATE ACCIDENTAL BRANDS

Roku Interface and Roku Streaming may sound good, but the more you link undifferentiated or generic ideas or things to our brand the less valuable it becomes. Instead write “Roku has developed a line of products that make streaming entertainment to your TV easier and faster than ever before. The Roku® 3...”

ROKU IS NOT A VERB

Our customers love to talk about Roku-ing and we should let them. But we need to be a bit more disciplined with how we use our brand name, so we never use Roku as a verb. When you talk about what customers can do, we take it to the product level: “With the Roku® Streaming Stick an MHL-enabled TV can stream (not Roku) hundreds of channels of entertainment.”

ROKU IS NOT A PRODUCT

Roku (the brand) represents a promise. When you talk about delivering Worthwhile Fun, that's Roku. When you talk about streaming video, that's an individual product.

It goes like this: “With Roku you never have to waste time watching bad TV.”

And: “With the Roku® 3 you can find exactly what you want to watch quickly and easily.”

These rules may seem a bit restrictive, but they ensure clearer communication to consumers, our partners and channels. Plus, they make sure we are all constantly building value into the Roku brand.

Roku is **marked** for success:

Using Roku Trademark

Our company brand and trademark are valuable assets that must be selected and used carefully. To preserve and protect these brands, it is essential that they are used correctly, adhering to this guideline. What is a trademark? A trademark is used to identify the source of goods and services. A trademark can be a word (or several words), a name, a symbol (such as one or more letters, or numbers, or a design), a sound or a particular color, or any combination of these.

Copy Trademark Guidelines

Distinguish the trademark with ® or ™ notice. The ® and ™ designations provide notice to others that a particular word or logo is a trademark. The ® designation means that the trademark has been granted federal registration by the Patent and Trademark Office. The ™ designation means that the trademark registration process has not been completed with the Patent and Trademark Office; nonetheless the owner is giving notice of a proprietary stake in the mark. The ® and ™ designations indicate that you are referencing a particular brand. Use the ® or ™ designation to set the trademark apart from the text. The lists below indicate whether the ® or ™ symbol is appropriate for each Roku trademark. The notice should appear at least once in each piece of printed matter—preferably the first time the trademark appears.

Example

A Roku® 3 box will stream your favorite shows on your television.

In the example above, the audience immediately recognizes that we are referring to a genuine Roku® brand streaming player rather than a generic player.

Roku, the Company Roku, the Brand

“Roku” may be used to refer to the company, Roku, Inc., rather than a brand of product or service. If “Roku” is being used to refer to our company, rather than the brand of a product or service, then the rules for proper use of trademarks do not apply. Unlike trademarks, company names are proper nouns; they cannot be used in the possessive form and should not be followed by a generic term. Neither the ™ nor the ® symbol should accompany references to Roku as a company.

Example

Roku is now offering its customers more choices than ever.

INCORRECT: Roku® is now offering its customers more choices than ever.

Trademarks

Attribution

Whenever the Roku name is used by third-party providers on any communications material, the following statement must appear in a clear, easily readable position on the material:

Example

Roku is a registered trademark of Roku, Inc. All rights reserved.

Give trademark attributions where appropriate. When needed to clarify who owns the trademarks, a notice of ownership should also be given as shown above.

The following is a list of both registered trademarks and trademarks of Roku Inc. These registered trademarks and trademarks should be printed with the appropriate registered trademark designation (®) or trademark (™) accordingly on their first appearance in all materials and wherever necessary to demonstrate that they are trademarks.

Registered Trademarks

Roku®

Roku ready®

Trademarked Lines

There's a ton of entertainment in this little box.™

Stop dreaming, Start streaming.™

Happy Streaming™